

Long Term Recommendation

Promotional Planning & Execution Module (PPEM)

A *Totally Automated System* with ability to address all promotions: VAP / DPC / CTS / Supermarket

☆ Overview of PPEM functions:

A field sales database with links to: BPE / SMS / Email

☆ Links which automatically perform:

BPE - Link/load template to field sales database (with review/update capability)

BPE - Link/load product allocations

BPE - Link for online product order ability at ROU level

SMS - Link/load display needs for automatic order placement

Email - Link for automatic generation of customer letters

☆ Database - Maintained by field sales

Includes: D/A SIS #/Name/Contact/Address/Fax #/Email address/RJR Managers/Specific shipping instructions/Account type (D/I)

☆ Function Selections

1. Promotion Logistics Input
 - ROU enters logistical workplan information specific to this promotion from workplan
2. Link / Load Template from Winston-Salem to PPEM
 - By D/A, by State, by SKU
- 2a ROU Reviews/Adjusts Templates
 - As necessary. Performs "Reality Check"
3. Link/Load Product Orders based on Template SKU's
 - Shows actual case amounts (ex: 3.51, 14.01) which will automatically round based on .50 (up or down)
- 3a. ROU Reviews case amounts against SKU's and makes adjustments to Templates (Step 2) as necessary
4. Link/Load Product Case Amounts to BPE by Direct Account
- 4a. Review BPE Product Allocations

5. Link/Load Product Orders for ROU Online Order Placement
 - 5a. Orders are placed, showing online:
EFT \$/Draft dates/RJR invoice #'s/Delivery dates/
PO #'s
6. Link/Load Display (SKU) amounts from PPEM templates to SMS for automatic order placement by Direct Account
 - SMS # is assigned to each order
7. Link/Load D/A Customer Letters from PPEM templates
 - 7a. ROU reviews letters prior to mailing/faxing/emailing packets to D/A and field sales
8. Promotional Report Menu:
Specific Report Needs TBD

MESSAGE CONFIRMATION

DATE:08/27/98 TIME:16:50

ID:

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
08/27	16:49	01'19"	910 777 3282	G3-S	004	OK

51844 7440

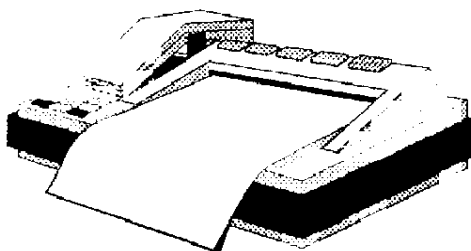
L. E. MACWILLIAMS

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SENDING A FAX!!



DATE: 8/27/98

TO: Judy Campbell

NUMBER OF PAGES (INCLUDING COVER PAGE) 4

COMMENTS: Hotel: Judy will P/u
at 6 PM//
Thank-you!

51844 7441